

SEMESTER END EXAMINATION, APRIL-MAY, 2026

Course Name: - B. Tech

Semester: - II

Paper Name: - Introduction to Fashion Technology

Paper Code: - NOC-201

Time - 3 Hrs + 20 minutes per hour extra time for V.I. & examinees with writer.

Max Marks-70

Umar Naseem

Instructions:

- The question paper consists of three sections namely A, B, C. All sections are compulsory.
- Section A- Each question carries 3 marks. All questions are compulsory.
- Section B- Answer any 5 out of 7 given questions. Each question carries 7 marks.
- Section C- Answer any 2 out of 3 given questions. Each question carries 10 marks.

Section - A Objective Questions

1. Answer all the following questions.

5×3 =15

- Who is considered a "Fashion Forecaster"?
 - A designer who creates new fashion products
 - A marketer who promotes fashion products
 - A researcher who analyses fashion trends and styles
 - A manufacturer who produces fashion products
- What is a primary application of Artificial Intelligence (AI) in fashion trend forecasting?
 - Manually analysing fashion magazines
 - Scanning millions of social media images to detect emerging styles
 - Predicting trends based solely on intuition
 - Conducting physical focus groups
- What is the primary goal of fashion forecasting?
 - To create new fashion lines
 - To predict future trend
 - To reduce production cost
 - To manage retail inventory
- Which type of math is used to maximize fabric usage and minimize waste during pattern cutting?
 - Optimization algorithms
 - Basic arithmetic
 - Geometry
 - Statistics
- What is a key characteristic of the Trickle-Down Theory?
 - It is also known as the "Subculture theory."
 - It assumes that fashion moves from the lower class to the upper class
 - It is driven by the desire of lower classes to emulate the higher classes
 - It moves very quickly, taking only a few days

Section - B
Short Answer Questions

2. Answer any five of the following questions.

5×7=35

- i. What is Fashion Forecasting? Explain different types of forecasting methods.
- ii. What are different types of lines used in dresses? How do they effect in dress designing.
- iii. Explain how use of trade fair and fashion shows in fashion promotion and communication.
- iv. Explain MFE, MAD and MSE measures for Forecast accuracy in detail.
- v. What are the five stages of a fashion cycle?
- vi. Explain growth and Employment scenario of fashion and Textile industry.
- vii. Discuss about the factors that affect fashion in detail.

Section - C
Descriptive Questions

3. Answer any two of the following question.

2×10=20

- i) What are the various elements of design that help in dress design?
- ii) Explain the role of computer technology in modern fashion design.
- iii) Write short notes on following
 - a) Hat
 - b) Indian Jewellery
 - c) Innovators
 - d) Footwear
 - e) Fashion journalism

*****Umar Naseem*****